

## ABSTRACT

A system enabling a mobile telephone to be used for viewing and selecting goods for sale. The mobile telephone has a display comprising a control area and control "buttons", and a background zone where images of items are sent from a server to be displayed, in background profile, in display slots, individual items being selected to be displayed in a foreground zone view attended by a descriptive card. Images can be provided to the mobile telephone as photographs or as sets of image parts to be assembled into a complete image. The operating software of the mobile telephone treats all types of images as equal entities. A monitor monitors the type of items or goods that are viewed, finds the direction of alteration of the nature of items viewed, and adjusts the items in the next batch to be viewed to reflect the direction of thematic change.